



FemTech in the UK

Industry Landscape Q3 2022

Teaser

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FemTech in the UK Industry Landscape Q3 2022

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Introduction

The '**FemTech in the UK Industry Landscape Q3 2022**' report aims to showcase recent developments, current state, and short-term projections of the emerging national market.

Based on the assembled and analysed information, the report introduces key features, trends, industry innovations, technologies, market segmentation, and perspectives. The report also includes information on 100+ FemTech personalities in the country and their contribution to the development of the FemTech space.

The analytical part is based on information about **310+ organisations** related to the **UK FemTech market**, including **145+ companies**, **7 hubs and communities**, and **155+ investors** considered by sectors. The report covers UK companies with a direct and indirect focus to advance women's well-being. Selected companies are addressing the following specific FemTech sectors: Reproductive Health & Contraception, Pregnancy & Nursing, Menopause Care, Menstrual Health, General Healthcare, Sexual Health, Pelvic & Uterine Healthcare, Women's Wellness, Longevity, and Mental Health.

Interviews with UK influencers are included to showcase the local market features, challenges, and opportunities in FemTech.

Report Methodology and Approach

Company

We consider a **company** to be FemTech if

- female health technologies is the core for company operations/production;
- the company's activity description includes a clear and straightforward affiliation to the FemTech Industry;
- the company develops FemTech-focused products/services/projects;
- at least one self-sufficient department or direction of activity work in the FemTech Industry;
- the organisation has a subsidiary that works in the FemTech Industry.

Investor

We consider an **investor** as FemTech-focused if

- the organisation is a venture fund investing in high-growth companies that significantly improve access, care, and outcomes in women's health;
- the organisation focuses on emerging technologies, products, and services improving women's health and wellness for all age categories.

We acknowledge that scope and priorities may change as the industry grows. We continuously improve the methodology as the industry progresses.

Technologies Used in Our Research



Data Aggregation and Analysis

Supervised and unsupervised Machine Learning

Deep neural networks

Natural language processing

Data parsing

GARCH model



Clusterisation and Competitor Analysis

Brownian motion modeling for stock market forecasts

Real option analysis, scenario planning

K-means algorithm for companies clusterisation

Calculation of the distance between companies in multidimensional space

Using tag clouds to categorise companies

Report Methodology and Approach

Database

145+
Companies

155+
Investors

5+
Hubs and Communities

Data Sources*

**Media
Overview**

**Industry
Specialised
Databases**

**Publicly
Available
Sources**

**Industry
Reports and
Reviews**

Applied Research and Analytics Methods

**Descriptive
Analysis**

**Mixed Data
Research**

**SWOT
Analysis**

**Comparative
Analysis**

**Qualitative Data
Collection**

**Data
Filtering**

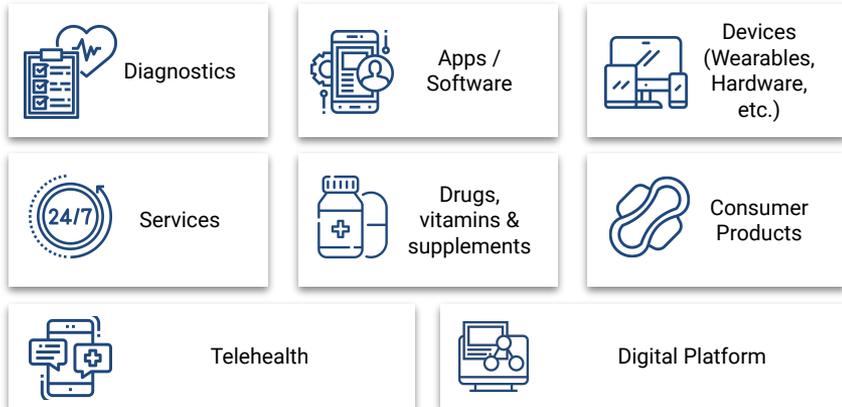
Containing a comprehensive overview of the FemTech Industry, the report relies on various research methods and analytics techniques. Although there are varying views on the definition of FemTech, our definition on p. 5 is based on industry research, ecosystem feedback, and expert advice. This definition guides the research of this report. FemTech Analytics is not responsible for the quality of the secondary data presented herein; however, we do our best to minimise possible risks by cross-checking data and using different analytics techniques. Please note that we did not deliberately exclude certain companies from our analysis due to the data-filtering method used or difficulties encountered. In fact, the main reason for their non inclusion was incomplete or missing information in the available sources.

FemTech Market Definition

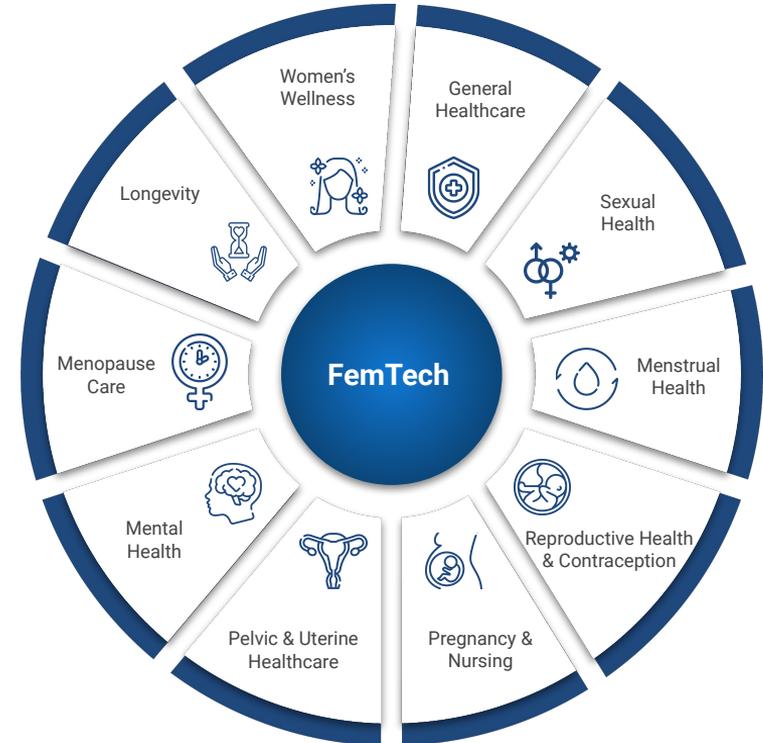
FemTech Definition

FemTech (Female Technology) is technology empowering women's health and well-being. This term is often applied to products, services, applications and software, medical devices, telehealth, wearables, hardware, therapeutic drugs, vitamins and supplements, digital platforms, and consumer products designed to improve or support women's health, including but not limited to those who identify as cisgender women and gender or sexual minority women.

Product Types



Subsectors*



Executive Summary

The FemTech market is underestimated in the UK, which results in missing data sets and a lack of understanding, diagnosis, and treatment of many gynaecological conditions that impact women's health. FemTech Analytics researched and analysed 145+ companies related to FemTech in the UK. Wearables, mobile apps, home testing devices, or kits drive the development of the UK FemTech market. In addition, the market is beginning to change, with the emergence of companies beginning to collect large amounts of new data, conduct subsequent research studies, and develop new means of treatment.

Selected companies are addressing the following specific FemTech sectors: Reproductive Health & Contraception, Pregnancy & Nursing, Menopause Care, Menstrual Health, General Healthcare, Sexual Health, Pelvic & Uterine Healthcare, Women's Wellness, Longevity, and Mental Health.

FemTech companies work based on the following technologies: Application Software, Apps B2C Information platform, Therapeutics/Wearable devices, Preventive Medicine, AI and ML solutions.

UK FemTech is a burgeoning, upstart industry with a rapidly growing public profile, increasingly diverse applications, heightened investor attention, set to have an increasing share of the capital directed at healthcare.

Key Figures and Facts: FemTech in the UK

145+

Companies

155+

Investors

5+

Hubs and
Communities

10

Subsectors

57%

of FemTech
companies offer
Diagnostics,
Consumer products,
Devices & Software

24%

of FemTech
companies address
Reproductive Health &
Contraception, and
Pregnancy & Nursing

Women's Health Strategy for the UK

The Women's Health Strategy for the UK will establish **an ambitious and positive new plan for women's health**, with women's voices at the forefront. There is an absolute proof of the **need for increased focus on women's health** and to acknowledge and work on the inequalities.

Background Facts

In the UK, women live longer than men, with life expectancy at birth in 2017 to 2019 being 83.1 for women and 79.4 years for men. However, women in the UK spend a larger part of their lives in illnesses and disability.

Women spend nearly more than a quarter of their lives in illnesses or disability, compared with one fifth for men. Furthermore, in recent years, healthy life expectancy has decreased for women but has remained the same for men.

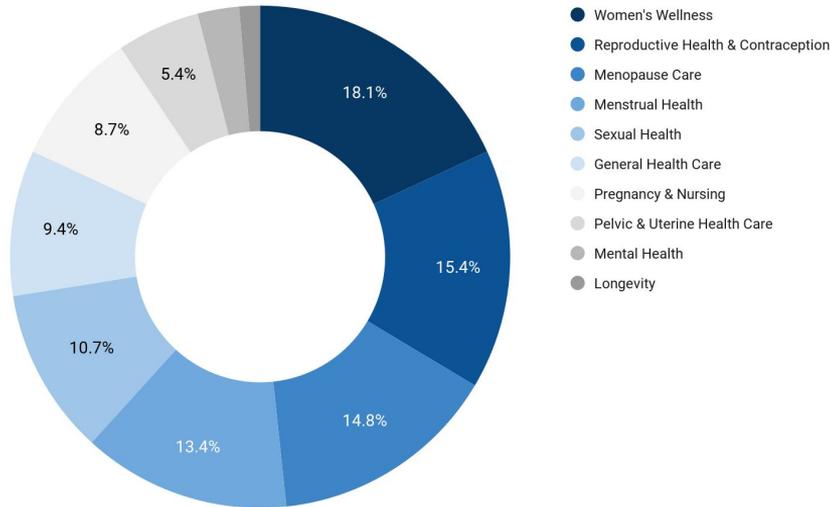
The government has ambitious targets to tackle health inequalities and broader determinants of health and to better understand the specific demands and areas of inequalities faced by women.

Six Core Themes

- 1. Placing women's voices at the centre of their health and care**
The government aims to understand more about women's experiences through communication about their health and where improvements can be made to assure they are heard.
- 2. Improving the quality and accessibility of information and education on women's health**
Women struggle to access trustworthy information about many aspects of women's health, such as treatment and support.
- 3. Ensuring the health and care system is responsive to women's health and care needs across the life course**
There are serious inequalities between women groups regarding availability of services, experience of services, and health outcomes.
- 4. Maximising women's health in the workplace**
Female-specific illnesses such as heavy menstrual bleeding, endometriosis, pregnancy-related issues and menopause can influence women's workforce participation, productivity, and outcomes.
- 5. Ensuring research, evidence, and data support improvements in women's health**
Women with disabilities, ethnic minorities, older women, women of child-bearing age, and LGBT+ have been underrepresented in research.
- 6. Dealing with the impacts of COVID-19 on women's health**
One of the COVID-19 impact example is that gender gap in childcare has grown over the pandemic, creating an additional difficulty for working mothers.

Distribution of FemTech Companies by Subsector

Share of FemTech Companies by Subsector, Q3 2022¹



Women's Wellness is the biggest subsector of the UK FemTech in 2022 that has significantly increased over the last few years. Some 3.5 million women in the UK left workforce in 2021. One in four women is dissatisfied with her own wellness.

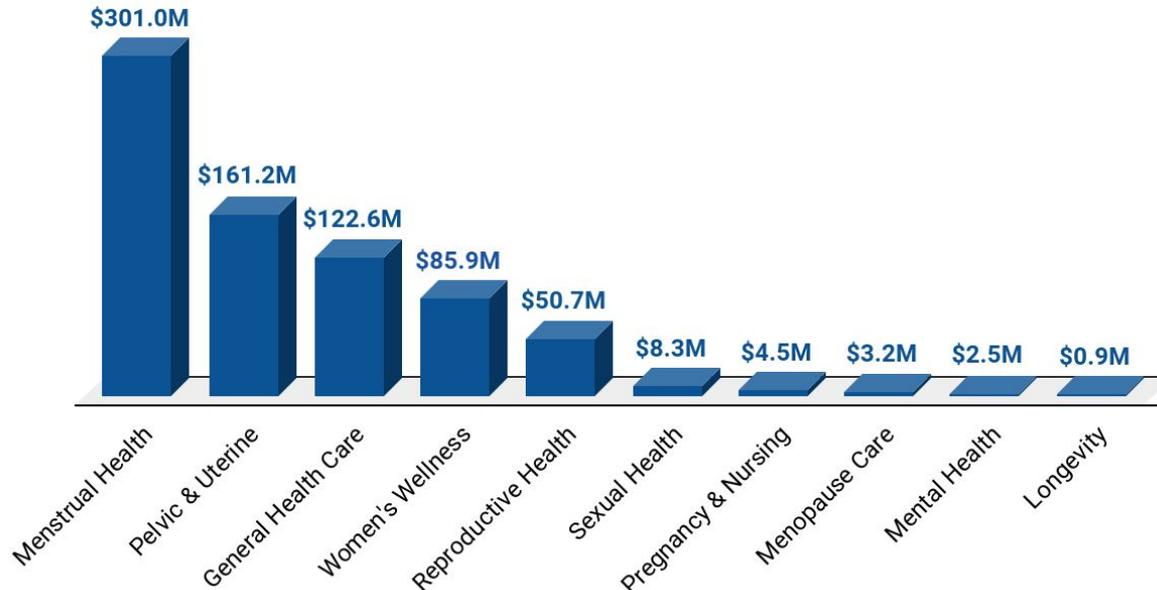
More than 15% of FemTech companies in the UK are addressing **Reproductive Health & Contraception**. With the evolution of society, women in the UK, as in other countries, tend to have children later and later in life, which raises associated risks and healthcare costs. Provisional data suggests that the number of births fell by 3.9% in 2020 and the first quarter of 2021, which puts the fertility rate at an all-time low.

Menopause Care is the third largest group of the FemTech market in the UK (15%), with the majority of companies being launched over the last 3 years. Official figures show there are 4,445,000 working women aged 50-64 in the UK². Hot flushes, memory loss, joint aches, and anxiety are just some of the menopause symptoms costing the UK economy 14 million working days every year³. The UK can be definitely called one of the leading countries in menopause science and technology.

There is great potential for development in the above mentioned categories, and even more in other subsectors of female health based on the high demand and limited amount of players.

Total Funding Amount by Subsectors

Total Funding by Subsector, Q3 2022*



As of September 2022, the total funding to the FemTech sector in the UK was over \$740 million.

The Menstrual Health subsector leads the market by total funding standing at over \$300 million.

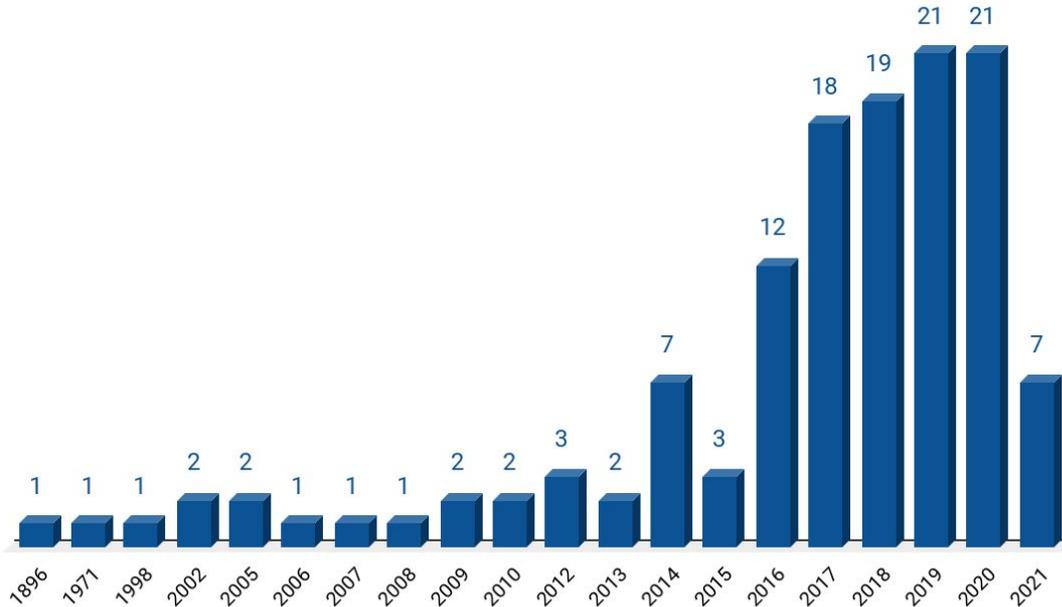
Two other largest subsectors by funding are Pelvic & Uterine Healthcare (\$161.2 million) and General Healthcare (\$122.6 million).

The top 10 most funded UK FemTech companies are:

- Myovant Sciences
- Elvie
- Treatwell
- Flo Health
- Endomag
- Kheiron Medical Technologies
- Aptorum Group
- Micrima
- Peanut
- Callaly

Number Companies by Year of Founding (Cumulative)

Number of Companies by Year of Founding*

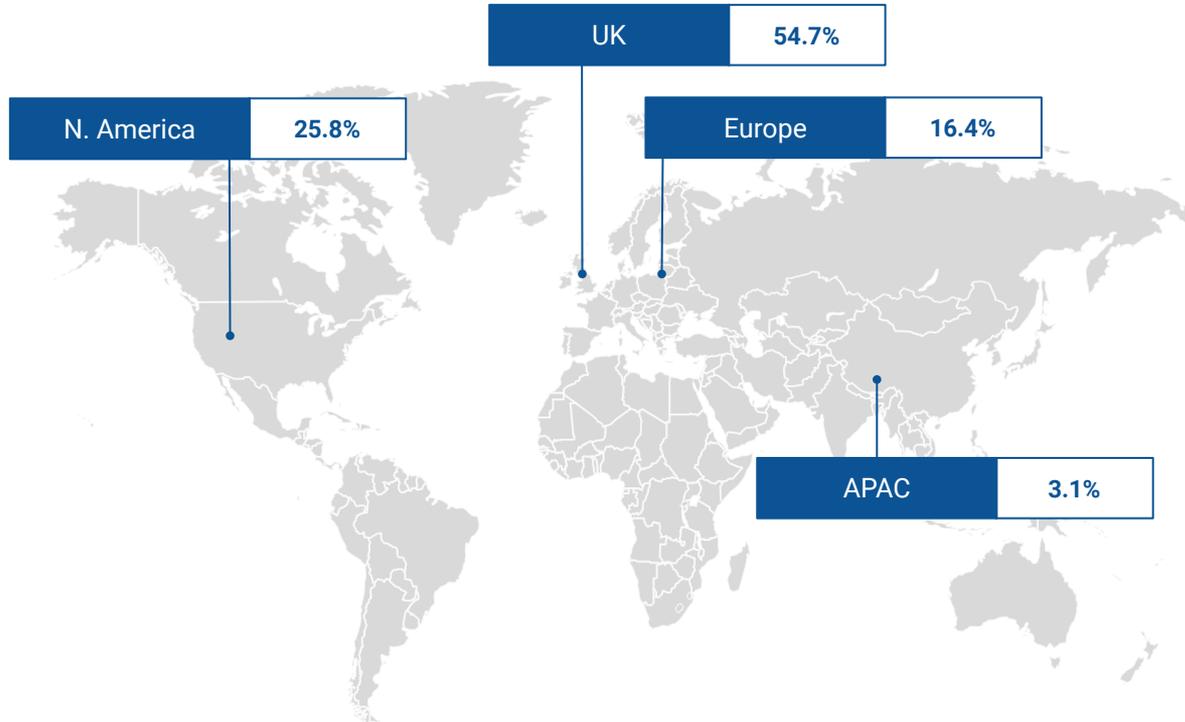


The FemTech sector is still very new. It expands rapidly and is still predominantly underfunded. According to projections, the FemTech sector will double in size in order to cover additional areas of women's healthcare and technology.

With social media and the changing world, more women are speaking about their experiences, so body issues and topics that were once considered taboo have become now a new norm in public discussions.

FemTech Investors in the UK

Investors: Regional Proportion



As with the most sectors of the UK economy, the FemTech sectors show the inherent prevalence of the UK investors' share in terms of investor representation. Currently, approximately 54.7% of investment into the UK FemTech companies comes from the UK-based investors.

Two other significant regions that house the investors are North America and Europe (excluding the UK) and hold second and third place, with 25.8% and 16.4% share of investors, respectively. In North America, the most prevalent country of origin of the investors is the USA while, in Europe, the majority of investors come from Germany and Spain.

The rest of the investment comes from the Asia and Pacific (APAC) region. The APAC region shows the 3.1% share of investors.

Top 5 Investment Deals in 2021-2022

1



Elvie, the global health and lifestyle brand developing iconic products for women, announced an extension of its Series C funding with a further **\$17.5 million** investment. This investment is an extension to the initial Series C funding announced in July 2021 and brings Elvie's total Series C funding to **\$97 million**.

2



Vira Health, the company behind menopause app, Stella, has announced **\$12 million** in new funding to continue their mission of improving women's long-term health. The latest financing builds on a previous **\$2 million** funding round that drew investment from LocalGlobe, MMC, Amino Collective, among others.

3



Apricity, a virtual fertility clinic, combines medical care with new technologies, applying AI to increase chances of conception. The start-up has raised **€6 million** in a Series A round from AXA's Kamet Ventures, bringing the total raised by the start-up to **€8.8 million**.

4



Hertility Health, the new women's health start-up revolutionising the world of hormone and reproductive health, announced the closing of a **£4.2 million**. The funds will help Hertility Health expand its current product offering of fertility and hormone testing, menopause, miscarriage, postnatal care, polycystic ovarian syndrome (PCOS), and endometriosis testing.

5



The Lowdown is the UK's leading sexual and reproductive health platform, visited by 70,000 women every month. The Lowdown has closed a **\$2.5 million** seed round to supercharge its community-centred female health platform.

Key Trends to Watch

MENOPAUSE CARE

Some 2 years ago, the **FemTech community** brought great attention to how underserved **the menopause market** was in the **UK**, and now we are seeing great leaps forwards for solutions and services for **menopausal women**. The most common treatment is HRT; however further solutions have been offered to treat symptoms of menopause such as hot flashes, vaginal dryness, sleeplessness, weight gain, etc. Further research is being conducted to see if there is a connection between how women experience menstruation and **menopause**.

MPowder

GRACE

alva

Become

SEXUAL HEALTH

Sexual health saw a boom in the past year as many people in the UK were in lockdown and became interested in exploring a deeper education of their bodies and sexual preferences. **SexTech** became more accessible than ever, and along with it, an education of sexual health. AI, partnered long-distance devices, and gender nonconforming SexTech will continue to drive **sexual health** forwards and encourage women to find empowerment and a sense of identity through exploring their bodies.

ILOH



FERLY

BRIGHT
CURE
Fee Happy

FERTILITY

Fertility solutions have been trending in **FemTech** as older women are ready to embark on starting a family in the **UK**. In the previous couple of years, there were concerns about how the pandemic and vaccine would affect children and pregnancy, but now that more solutions are available, women are looking to **FemTech for fertility solutions**. As **fertility** can be a difficult journey, women are recognising the importance of finding a community in **FemTech**, while finding the right solution for maximising their chances of conceiving.



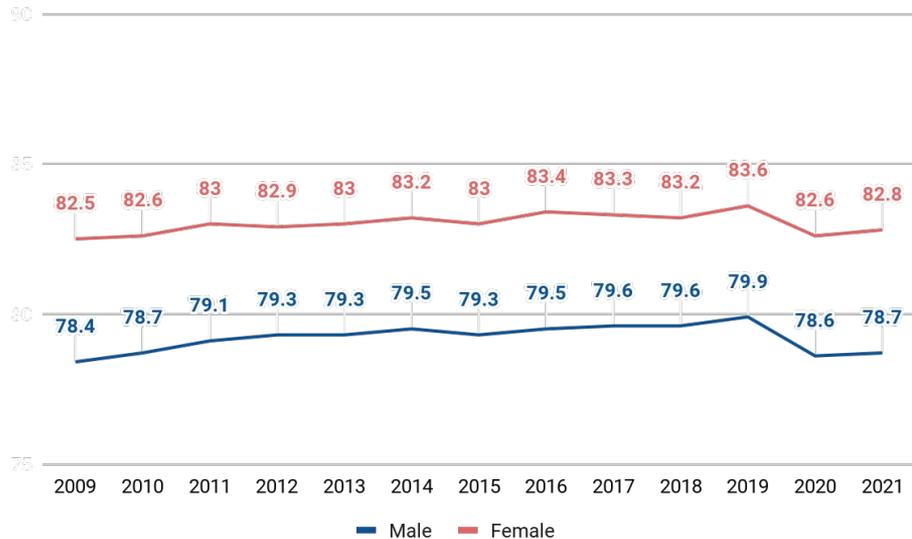
bēa
fertility



Aura

FemTech Longevity in the UK

Life Expectancy at Birth in the UK, by Gender



Given the low number of FemTech companies focused on a core Longevity component in the UK, the sector is not developed well. Due to an increasing interest of the government in solving particularly women's health issues, the women's life expectancy will be also taken into consideration. Thus, the sector is going to expand, and we predict a rise in the number of FemTech companies focused on Longevity in the UK.

The UK FemTech companies focused on Longevity develop innovative products that combine science, technology, and design to treat and prevent long-term health conditions. In the focus are such areas of women's health as menopause, dementia, palliative care, etc. The FemTech companies strive to empower women with the digital tools they need to take control of their health.

Opportunities & Challenges in the UK

Opportunities

Massive Market Opportunity

FemTech is growing at an incredible pace. In 2018, UK FemTech start-ups raised around \$93 million. In 2019, the FemTech space surpassed \$200 million in funding, rising to almost \$700 million in 2021.

Wide Selection of Products

With a wide range of innovative FemTech products focused on menstrual health, breast cancer, sexual health, and contraception, healthcare is becoming more diverse and affordable to women.

FemTech in the UK is Attractive to Investors

The top applications that have recently gained the most funding and attracted the largest number of users are innovative solutions mainly concerning fertility, reproductive health, period tracking, and sexual health testing.

Challenges

Lack of Clinical Trials

Studies have predominantly been carried out on male test subjects, including at animal and even cell testing stages, without considering that drugs and medical conditions can affect the female body differently.

Raising Capital for Female-Led Start-Ups

One of the key issues is the challenge for female-led start-ups of raising capital. Given that most investors are men, the lack of understanding of female healthcare needs makes them reluctant to invest in female-specific products.

Lack of Diagnostics of Health Issues Specific to Women

Menstruation, menopause, and pregnancy have traditionally been treated as taboo topics and, as a result, have been overlooked and under-researched. Consequently, women with such conditions are poorly diagnosed.

About FemTech Analytics

FemTech Analytics (FTA), an analytical subsidiary of **Deep Knowledge Group**, is a strategic analytics agency focused on the emerging FemTech sector. FTA offers a range of services including research and in-depth analysis on the FemTech industry; profiling of companies and government agencies according to their innovation potential and business activity; and consulting and analytical services to advance the FemTech sector as a whole.

FemTech is Focusing on Three Key Activities:

Market Intelligence

Producing regular **open-access and proprietary reports** on the emerging topics and trends in the FemCare industry. All reports are supported by our back-end analytics systems and tools that allow to receive fresh insights and updates about opportunities and risks.



Big Data Analytical System & Dashboard

Building a comprehensive **Big Data Analytical System & Dashboard** (SaaS) as a one-stop-platform for all market and business intelligence operations our customers may need, including profiling thousands of companies, market signals and trends based on tens of millions of constantly updated data points.



Virtual Events and Webinars

Organizing **virtual conferences** featuring a FemTech influencers, including founders & CEOs of startups and established companies, investors, scientists and other key players in the Women's Health industry.



About Deep Knowledge Group

Deep Knowledge Group runs several data-driven **investments and financial vehicles**



Deep Knowledge Group's **analytical subsidiaries** are world leaders in analytics for DeepTech and Longevity industries

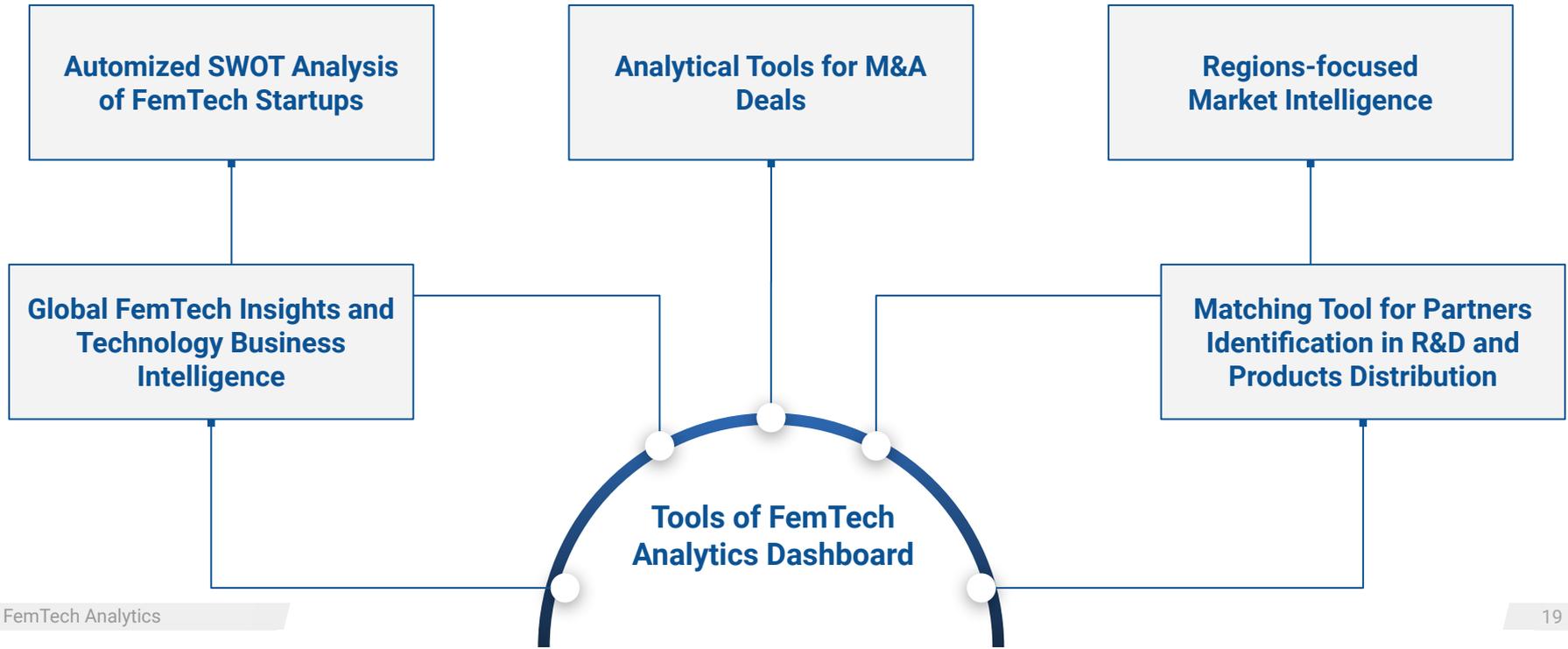


Deep Knowledge Philanthropy pioneers several infrastructural **social impact projects**



FemTech Big Data Analytical System & Dashboard

Deep Knowledge Group has a broad expertise in creation of analytical solutions called Big Data Analytical Dashboards. To date, we have created the Dashboards focused on Longevity and DeepTech domains which were validated by the market needs. We are building dashboard focused on FemTech market and tailored to the specific business needs of consumer oriented corporations with FemTech focus.





**FemTech
Analytics**

E-mail: info@femtech.health

Website: www.femtech.health

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